

*Product Quality & Design Intelligence from
Consumer Generated Web Reviews*

Blog: a web note that serves as a publicly accessible personal journal ... blogs reflect the personal opinion of the author

Dynamic: Learn from the internet generation ... they are proactive consumers who share product knowledge through the web

Smart: Extract product intelligence from blogs ... improve designs ... get marketing success

Product development and marketing professionals are constantly challenged to learn what the consumer product experience really is. Traditionally, they have utilized market survey instruments, field testing methods, and independent assessment companies. Typically, these are push-forward product reviews where pre-formatted evaluation templates are used to extract consumer feedback.

Today the internet provides a new medium for recording consumer behavior. It is uninhibited, self-policed, consumer driven, and enormously influential, it is the world of Web Blogs!

Using the QUAD Report you can extract valuable and actionable product intelligence from these Web Blogs.

CONSUMER GENERATED WEB REVIEWS

A subset of blogs can be described as “product reviews”, where the author is the user of a specific product and is recording an opinion or experience. Collectively these are called “Consumer Generated Web” (CGW) reviews and they are becoming a widely accepted expression of consumer feedback.

CGW reviews are now playing in an important role in consumer purchase decisions, and product success. Why ?

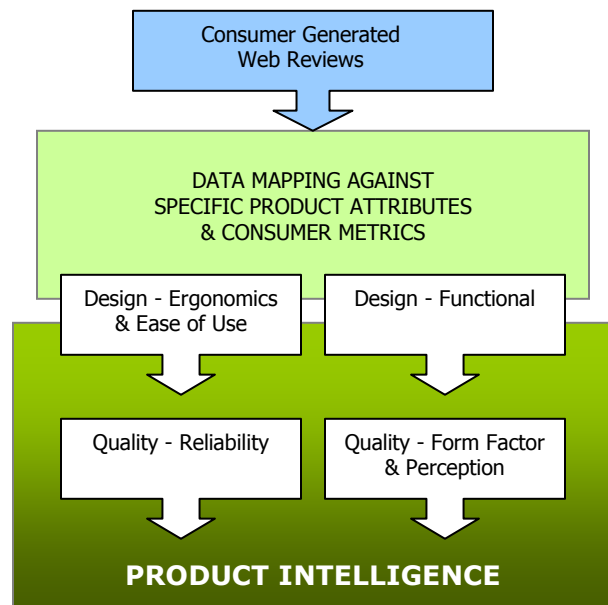
- ▶ Consumers place far more trust in their fellow consumers than advertisers.
- ▶ CGW reviews are consumer pull-backs (based on consumer emotion) as opposed to push-forward (based on what the manufacturer believes is important to the consumer).
- ▶ CGW reviews are real time, in that consumers provide an immediate review which is then immediately available to other consumers.

QUAD INTELLIGENCE

The QUAD Report focuses exclusively on the *Quality and Design* dimensions of a product. Web reviews are extracted from hundreds of websites from all over the internet. The reports are developed using a unique and proprietary analytical method which utilizes expert knowledge and special cognitive processing skills.

The premise is that embedded in the CGW reviews is product intelligence that can be directly related to design evaluation and quality evaluation metrics.

Normally, such intelligence can only be collected via an extensive (and costly) field testing and market survey exercise.



The QUAD Report process analyzes the CGW Reviews and dynamically maps them to product attributes that are important to actual users.

This creates the raw knowledge database. Statistical analysis is then used to extract the product intelligence from this database.

The QUAD Report identifies what design/quality features and attributes are being reported as strengths and weaknesses by the consumer

EVALUATION METRICS

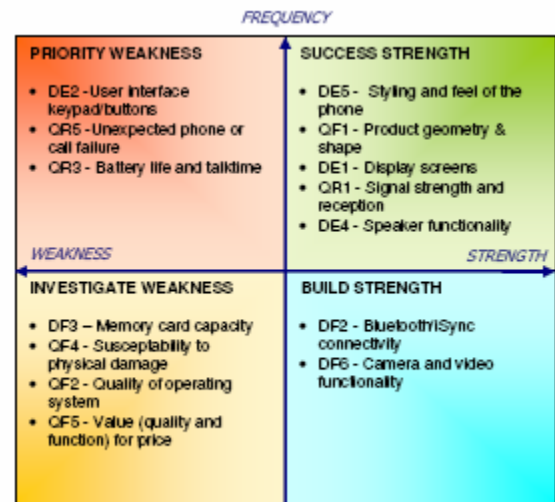
The analysis of the CGW Reviews is structured into four evaluation categories, and these serve as the four intelligence directions in the QUAD analysis.

Design – Functional (DF): Relates to specific functions and utilities of the product.

Design - Ergonomics & Ease of Use (DE): Relates to interactions between the product and user.

Quality – Reliability (QR): Relates to functional failures or problems with the product.

Quality - Form Factor & Perception (QF): Relates to the product configuration to quality link.

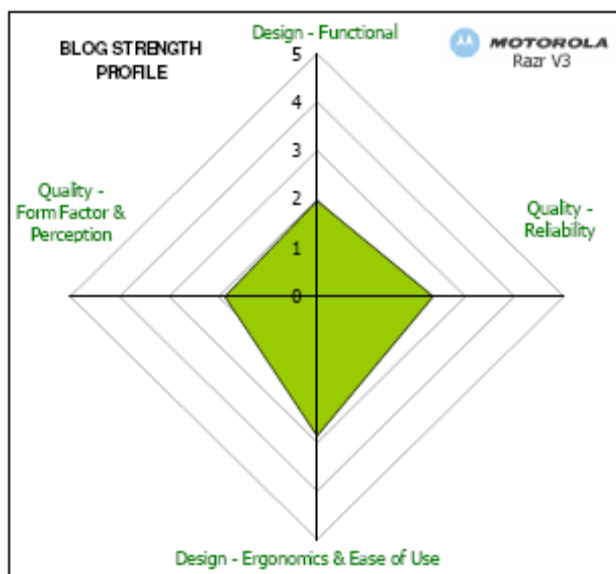


The QUAD Action Matrix classifies product attributes as a function of strength and frequency.

BENEFITS

The Blog Strength Profile graph provides an aggregated view of consumer opinions as expressed in the blogs. This intelligence identifies which design and quality directions have made a positive impact on product users.

The QUAD Report provides marketing and design professionals with reliable product intelligence from a new and novel source



Specific benefits and outputs of the report include:

- ▶ Get immediate product feedback information from a large group of actual product users, with a focus on design and quality issues.
- ▶ List of product strengths that can then be used to plan marketing strategies and/or be incorporated in new product offerings.
- ▶ List of product weaknesses directly linked to consumer metrics and product attributes.
- ▶ Isolate and proactively solve consumer reported quality problems.
- ▶ Library of significant blog clippings to know exactly what the consumers are reporting.

Consumers ▶ Blogs ▶ Intelligence ▶ Action

QUAD Report: Reliable and actionable product quality & design intelligence synthesized from consumer generated web reviews

You may commission a QUAD Report for any product that you produce and market or even a competitor's products. Our team of experts will search the world of blogs to create a confidential report exclusively for your use.

Please contact us to learn more about the QUAD Report or to receive a sample QUAD Report.

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